

PROFILE

Data Analyst with **2.8+ years** of experience in data validation, analysis, and visualization, with a strong focus on automation to streamline repetitive tasks. Proficient in Excel and skilled in transforming complex data into actionable insights to support business decisions. Experienced in data collection, market research, and marketing analytics. Open to new opportunities and passionate about optimizing processes through data-driven solutions.

TECHNICAL SKILLS

Skills: Power BI, Advanced Excel, MS Suite, HubSpot, Zendesk, MS Power Automate, Python, SQL, DAX

Domain Knowledge: FMCG, Marketing Analytics

Core Competencies: Data Analysis & Validation, Data Visualization, Automation & Process Optimization, Market Research & Reporting, Cross-Functional Collaboration.

Portfolio Link: [Naresh M - Portfolio](#)

PROFESSIONAL EXPERIENCE

Mitsogo Technologies | Data Analyst | Chennai

July 2023 – Present

- **Implemented data validation processes** resulting in a 95% proficiency rate, ensuring accurate analytics on lead conversion rates.
- **Designed and created dashboards** from HubSpot CRM and Zendesk ticket data, delivering insights to the SEM and sales teams to enhance ad performance.
- **Provided daily analytics reports** to the CMO, showcasing key metrics and actionable insights for informed decision-making.
- **Utilized Power Query (DAX) and Excel** for advanced data visualization, creating visually appealing dashboards that facilitate data interpretation.
- **Optimized processes** and presented insights through data visualization, contributing to improved ad campaigns and lead conversion rates.
- **Automated tasks** using Excel VBA Macros, streamlining workflows, and enhancing accuracy in data processing.

Nielsen IQ | Data Processing Analyst | Chennai

Feb 2022 – July 2023

- Led key projects, trained teams to enhance competency, excelled as an **OGRDS** Specialist in MS **Excel reporting**, and standardized local retail codes to global standards.
- Achieved 90-95% accuracy in **data management**, earning awards from major clients and driving successful platform transitions for team success.
- Achieved **highest accuracy** in day-to-day operations, earning recognition as a top coder.
- Proficient in **data collection, cleaning, analysis, and visualization** using Python, Pandas, **MySQL**, and **VBA macros**.
- Conducted **market research**, delivered sales forecasts, and prepared daily, weekly, and monthly **MIS** reports for clients.
- Developed and implemented processes in **Python**, optimizing **data processing** efficiency by **95%**.
- Demonstrated automation skills with Python, **automating tasks, GIC mapping**, and developing text classifiers, **PLU tools, and Web Automation bots**.

- Administered **Ubuntu** servers and customized hardware/software for facility needs, including warehouse operations.
- Developed and tested software solutions tailored to customer requirements for diverse web technologies.
- Engaged with **customers**, delivering product **demonstrations**, and addressing their needs to enhance satisfaction.
- Played a key role in scaling small businesses into large-scale operations.
- Maintained **server** details for warehouse **operations**, ensuring smooth functioning and data integrity.

EDUCATION AND CERTIFICATIONS

KSR Institute of Engineering and Technology,
Bachelor of Engineering in Mechanical Engineering, CGPA: 7.8/10

July 2017 – May 2021
Namakkal, India

Vidyaa Vikas Boys Higher Secondary School
HSC

April 2015 – May 2019
Namakkal, India

PROJECTS

Similarity Model with PolyFuzz:

- Developed a similarity model using PolyFuzz and implemented a **fuzzy algorithm** to assess text **similarity**, achieved over 90% accuracy in GIC mapping.

Text Classifier with NLP Techniques:

- Designed a text classifier employing TFIDF for character vectorization, **attaining 91% accuracy** in categorizing over 25 Categories, simplifying manual classification processes.

Python Automation Tool with PyAutoGUI:

- Created an **automation tool with PyAutoGUI** to efficiently extract web coordinates, significantly reducing repetitive task time.

PLU Code Extraction Tool:

- Engineered a tool to extract the latest PLU codes, achieved **100% efficiency** in exact match searches within templates.

Automation Excel VBA Macro:

- Implemented Excel VBA macros to **automate repetitive tasks**, increasing productivity and enhancing data accuracy through streamlined data processing.